

If passed, this would create just an exorbitant cost to our station. In a highly unrated market, we already are billed like the "big boys" on many things. Because we are such a small market in a small town (7500 in town, 11 thousand in the COUNTY) we are very much aware of what goes out over the air. Even when we run a bartered music program it is written in the contract that we will not run the condom ads. Our on-air staff knows that even saying the word "crap" can and will cost them their job. We even came close to calling Burger King and asking them to send us a different commercial when theirs were rather risky, in our opinion.

I can understand the concept because there are stations that allow on-air staff to push the envelope.

Please be diligent in your duties to find an alternative process that would not put "mom and pop" stations in a very precarious financial situation.

Thank you for your time,

Susan M. Ernest, GM KSID Radio Inc.